

**HOT TEA? A LITTLE TV? NOW, SOME  
REPORT A NEW BEDTIME ROUTINE.**

**21% SAY THEY CHECK  
THEIR FRIENDS' SOCIAL  
NETWORKING UPDATES  
BEFORE CALLING IT A  
DAY.**



No longer is bedtime just about checking the thermostat, the windows and that the dogs have gone out. For about one in five people, the lights don't go out at bedtime until they have checked to see if their friends have posted any new updates on the social networks they share. And, just in case those friends had any thoughts or activities to report during the night, 17% of people say they check their friends' social networking updates within the first hour after they wake up each day. An update with a cup of coffee makes the perfect breakfast! This is welcome news for marketers as the more time social network users spend online, the more opportunities for advertisers to reach them with targeted messaging.

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About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at [ipsosopenthinkingexchange@ipsos.com](mailto:ipsosopenthinkingexchange@ipsos.com).

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